

UNITED STATES PATENT APPLICATION  
FOR  
COMMUNICATION ENHANCEMENT MEANS

Inventor:

Alon Nachom

Prepared by:

Milord Keshishzadeh, Esq.  
Milord & Associates  
2029 Century Park East  
Suite 1700  
Los Angeles, CA 90067  
Telephone (310) 203-0989  
Facsimile (310) 203-0986

## COMMUNICATION ENHANCEMENT MEANS

### **FIELD OF THE INVENTION:**

5       The present invention is generally related to systems for performing commercial transactions electronically and, in particular, to a system and method for providing users of a computer network the opportunity to purchase additional products and/or services provided by an alternate source.

### **BACKGROUND OF THE INVENTION:**

10       The acceptance of the Internet as a source of information, products, and services has increased over the last few years. Accordingly, the number of users of the Internet has similarly grown quite rapidly and in turn the number of transactions occurring thereon has augmented.

15       Normally, a client computer requests a specific Web page using a unique Uniform Resource Locator (URL) and the request is forwarded to the Web server that supports that Web page. That Web server then supplies the Web page to the client computer and is displayed thereon by the use of a browser using Hyper-Text Markup Language (HTML). The HTML document that is provided by the Web server contains various tags that control the displaying of text, graphics,

20       controls, and other features. The HTML document may contain URLs of other Web pages available on that server computer system.

Electronic commerce is conducted on a Web page by providing an electronic version of a

catalog that lists the items that are available on that Web page. A user may browse through the catalog using a browser and select various items that are to be purchased. In addition, the Web page may have hyperlinks to other Web pages that provide products and/or services. However, the advertising of the hyperlinks or active bit map images is randomly conducted.

5

If a user decides to purchase a specific product, the server may provide a form for the user to insert the user's name, the user's credit card number or alternate method of payment information, and a shipping address for the order, or the product and/or service may be delivered electronically. Since the information relayed from the user is sensitive and personal, the information may be relayed through a secure connection using various encryption techniques that are known in the art. The server computer system typically confirms the order by sending a confirming Web page to the client computer system and coordinates delivery of the item.

If the user desires to conduct another transaction that is ancillary to the finished transaction, the user will have to conduct a search of the Web and look for the desired product. Once the desired product is found, the user will have to reenter the previously entered personal information. The current system is inefficient because it requires many interactions by the user in order to find an ancillary or related product and to reenter the information again.

US Patent No. 5,960,411 to Hartman et al. discloses a method and system for single-action ordering of items in a client/server environment. The server system disclosed therein assigns a unique client identifier to each client system. The server system also stores purchaser-specific order information that may have been collected from a previous order placed by the

purchaser. The server system then maps each client identifier to a purchaser that may use that client system to place an order on their Web page. When a purchaser places an order, the server system determines whether the client identifier for that client system is mapped to a purchaser. If so mapped, the server system provides a single-action ordering page to the client computer system. When the purchaser performs that single action, the client system notifies the server system, which in turn completes the order by adding the purchaser-specific order information. However, the invention is limited to the specific Web page on that specific server and does not provide an auxiliary product for purchase on an alternate site.

US Patent No. 5,991,739 to Cupps et al. discloses an online ordering system that allows users to order food and delivery thereof from various participating restaurants. The online ordering system categorizes the location of each participating restaurant by a set of ~~longitude and latitude~~ <sup>based on longitude and latitude</sup> coordinates, and each customer's location is similarly categorized. The online ordering system then conducts a search for those restaurants that are proximally located to the customer <sup>and</sup> ~~an~~ provides the Web pages therefor to the customer for ordering. The order is received from a customer for a particular product and the order is converted into voice instructions which are transmitted to the vendor through a telephone call. Alternatively, the order can be transmitted to the vendor via facsimile transmission and the vendor can then call the customer. The disclosure does not provide for a system that requests a related product and/or service offer post-sale and does not provide for the transmission of user and billing information.

US Patent No. 5,946,665 to Suzuki et al. discloses <sup>an</sup> ~~a~~ online search tool that allows a customer to input the name of the goods and/or services and the name is then searched and a list

of stores and/or malls that provide the goods and/or services is then provided to a customer. In addition, log information is collected on the customer and stored such as the stores which the customer entered and the names of the goods the customer purchased. Based on the customer's previous conduct, the list is structured to provide the customer with stores that he or she previously visited and the goods that they purchased. The disclosure does not provide for a system that requests a related product and/or service offer post-sale and does not provide for the transmission of user and billing information.

A  
03437354-01300  
10  
15  
US Patent No. <sup>5,983,199</sup>~~5,983,199~~ to Kaneko discloses an online shipping system which enables users to shop by clicking on hyperlinks that are posted on the home pages. The invention monitors a Point-to-Point Protocol (PPP) dial-up from a user device through the server and allows the extraction of the user's phone number through the connections. Thus the operator of the web page can make telephone contact with the user who has exhibited interest in the operator's web page. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval.

20  
US Patent No. 5,963,915 to Kirsch discloses a shopping system over a computer network in a secure fashion. A persistent predetermined coded identifier, such as a cookie, is established on the client browser corresponding to an account record stored by a merchant server which the user has previously visited. If the client conducts another purchase transaction with the merchant, the predetermined coded identifier is received by the merchant server and validated against the server stored account record and the transaction is either confirmed or denied. The

disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval.

5           The prior art does not address the need for increasing sales of a related product in a convenient and efficient manner which introduction is responsive to the user's conduct and selection. Therefore, there remains a long standing and continuing need for an advance in the art of post-transaction promotions that is simpler in both design and use, and is more economical and convenient to implement and use.

10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
841  
842  
843  
844  
845  
846  
847  
848  
849  
850  
851  
852  
853  
854  
855  
856  
857  
858  
859  
860  
861  
862  
863  
864  
865  
866  
867  
868  
869  
870  
871  
872  
873  
874  
875  
876  
877  
878  
879  
880  
881  
882  
883  
884  
885  
886  
887  
888  
889  
890  
891  
892  
893  
894  
895  
896  
897  
898  
899  
900  
901  
902  
903  
904  
905  
906  
907  
908  
909  
910  
911  
912  
913  
914  
915  
916  
917  
918  
919  
920  
921  
922  
923  
924  
925  
926  
927  
928  
929  
930  
931  
932  
933  
934  
935  
936  
937  
938  
939  
940  
941  
942  
943  
944  
945  
946  
947  
948  
949  
950  
951  
952  
953  
954  
955  
956  
957  
958  
959  
960  
961  
962  
963  
964  
965  
966  
967  
968  
969  
970  
971  
972  
973  
974  
975  
976  
977  
978  
979  
980  
981  
982  
983  
984  
985  
986  
987  
988  
989  
990  
991  
992  
993  
994  
995  
996  
997  
998  
999  
1000  
1001  
1002  
1003  
1004  
1005  
1006  
1007  
1008  
1009  
1010  
1011  
1012  
1013  
1014  
1015  
1016  
1017  
1018  
1019  
1020  
1021  
1022  
1023  
1024  
1025  
1026  
1027  
1028  
1029  
1030  
1031  
1032  
1033  
1034  
1035  
1036  
1037  
1038  
1039  
1040  
1041  
1042  
1043  
1044  
1045  
1046  
1047  
1048  
1049  
1050  
1051  
1052  
1053  
1054  
1055  
1056  
1057  
1058  
1059  
1060  
1061  
1062  
1063  
1064  
1065  
1066  
1067  
1068  
1069  
1070  
1071  
1072  
1073  
1074  
1075  
1076  
1077  
1078  
1079  
1080  
1081  
1082  
1083  
1084  
1085  
1086  
1087  
1088  
1089  
1090  
1091  
1092  
1093  
1094  
1095  
1096  
1097  
1098  
1099  
1100  
1101  
1102  
1103  
1104  
1105  
1106  
1107  
1108  
1109  
1110  
1111  
1112  
1113  
1114  
1115  
1116  
1117  
1118  
1119  
1120  
1121  
1122  
1123  
1124  
1125  
1126  
1127  
1128  
1129  
1130  
1131  
1132  
1133  
1134  
1135  
1136  
1137  
1138  
1139  
1140  
1141  
1142  
1143  
1144  
1145  
1146  
1147  
1148  
1149  
1150  
1151  
1152  
1153  
1154  
1155  
1156  
1157  
1158  
1159  
1160  
1161  
1162  
1163  
1164  
1165  
1166  
1167  
1168  
1169  
1170  
1171  
1172  
1173  
1174  
1175  
1176  
1177  
1178  
1179  
1180  
1181  
1182  
1183  
1184  
1185  
1186  
1187  
1188  
1189  
1190  
1191  
1192  
1193  
1194  
1195  
1196  
1197  
1198  
1199  
1200  
1201  
1202  
1203  
1204  
1205  
1206  
1207  
1208  
1209  
1210  
1211  
1212  
1213  
1214  
1215  
1216  
1217  
1218  
1219  
1220  
1221  
1222  
1223  
1224  
1225  
1226  
1227  
1228  
1229  
1230  
1231  
1232  
1233  
1234  
1235  
1236  
1237  
1238  
1239  
1240  
1241  
1242  
1243  
1244  
1245  
1246  
1247  
1248  
1249  
1250  
1251  
1252  
1253  
1254  
1255  
1256  
1257  
1258  
1259  
1260  
1261  
1262  
1263  
1264  
1265  
1266  
1267  
1268  
1269  
1270  
1271  
1272  
1273  
1274  
1275  
1276  
1277  
1278  
1279  
1280  
1281  
1282  
1283  
1284  
1285  
1286  
1287  
1288  
1289  
1290  
1291  
1292  
1293  
1294  
1295  
1296  
1297  
1298  
1299  
1300  
1301  
1302  
1303  
1304  
1305  
1306  
1307  
1308  
1309  
1310  
1311  
1312  
1313  
1314  
1315  
1316  
1317  
1318  
1319  
1320  
1321  
1322  
1323  
1324  
1325  
1326  
1327  
1328  
1329  
1330  
1331  
1332  
1333  
1334  
1335  
1336  
1337  
1338  
1339  
1340  
1341  
1342  
1343  
1344  
1345  
1346  
1347  
1348  
1349  
1350  
1351  
1352  
1353  
1354  
1355  
1356  
1357  
1358  
1359  
1360  
1361  
1362  
1363  
1364  
1365  
1366  
1367  
1368  
1369  
1370  
1371  
1372  
1373  
1374  
1375  
1376  
1377  
1378  
1379  
1380  
1381  
1382  
1383  
1384  
1385  
1386  
1387  
1388  
1389  
1390  
1391  
1392  
1393  
1394  
1395  
1396  
1397  
1398  
1399  
1400  
1401  
1402  
1403  
1404  
1405  
1406  
1407  
1408  
1409  
1410  
1411  
1412  
1413  
1414  
1415  
1416  
1417  
1418  
1419  
1420  
1421  
1422  
1423  
1424  
1425  
1426  
1427  
1428  
1429  
1430  
1431  
1432  
1433  
1434  
1435  
1436  
1437  
1438  
1439  
1440  
1441  
1442  
1443  
1444  
1445  
1446  
1447  
1448  
1449  
1450  
1451  
1452  
1453  
1454  
1455  
1456  
1457  
1458  
1459  
1460  
1461  
1462  
1463  
1464  
1465  
1466  
1467  
1468  
1469  
1470  
1471  
1472  
1473  
1474  
1475  
1476  
1477  
1478  
1479  
1480  
1481  
1482  
1483  
1484  
1485  
1486  
1487  
1488  
1489  
1490  
1491  
1492  
1493  
1494  
1495  
1496  
1497  
1498  
1499  
1500  
1501  
1502  
1503  
1504  
1505  
1506  
1507  
1508  
1509  
1510  
1511  
1512  
1513  
1514  
1515  
1516  
1517  
1518  
1519  
1520  
1521  
1522  
1523  
1524  
1525  
1526  
1527  
1528  
1529  
1530  
1531  
1532  
1533  
1534  
1535  
1536  
1537  
1538  
1539  
1540  
1541  
1542  
1543  
1544  
1545  
1546  
1547  
1548  
1549  
1550  
1551  
1552  
1553  
1554  
1555  
1556  
1557  
1558  
1559  
1560  
1561  
1562  
1563  
1564  
1565  
1566  
1567  
1568  
1569  
1570  
1571  
1572  
1573  
1574  
1575  
1576  
1577  
1578  
1579  
1580  
1581  
1582  
1583  
1584  
1585  
1586  
1587  
1588  
1589  
1590  
1591  
1592  
1593  
1594  
1595  
1596  
1597  
1598  
1599  
1600  
1601  
1602  
1603  
1604  
1605  
1606  
1607  
1608  
1609  
1610  
1611  
1612  
1613  
1614  
1615  
1616  
1617  
1618  
1619  
1620  
1621  
1622  
1623  
1624  
1625  
1626  
1627  
1628  
1629  
1630  
1631  
1632  
1633  
1634  
1635  
1636  
1637  
1638  
1639  
1640  
1641  
1642  
1643  
1644  
1645  
1646  
1647  
1648  
1649  
1650  
1651  
1652  
1653  
1654  
1655  
1656  
1657  
1658  
1659  
1660  
1661  
1662  
1663  
1664  
1665  
1666  
1667  
1668  
1669  
1670  
1671  
1672  
1673  
1674  
1675  
1676  
1677  
1678  
1679  
1680  
1681  
1682  
1683  
1684  
1685  
1686  
1687  
1688  
1689  
1690  
1691  
1692  
1693  
1694  
1695  
1696  
1697  
1698  
1699  
1700  
1701  
1702  
1703  
1704  
1705  
1706  
1707  
1708  
1709  
1710  
1711  
1712  
1713  
1714  
1715  
1716  
1717  
1718  
1719  
1720  
1721  
1722  
1723  
1724  
1725  
1726  
1727  
1728  
1729  
1730  
1731  
1732  
1733  
1734  
1735  
1736  
1737  
1738  
1739  
1740  
1741  
1742  
1743  
1744  
1745  
1746  
1747  
1748  
1749  
1750  
1751  
1752  
1753  
1754  
1755  
1756  
1757  
1758  
1759  
1760  
1761  
1762  
1763  
1764  
1765  
1766  
1767  
1768  
1769  
1770  
1771  
1772  
1773  
1774  
1775  
1776  
1777  
1778  
1779  
1780  
1781  
1782  
1783  
1784  
1785  
1786  
1787  
1788  
1789  
1790  
1791  
1792  
1793  
1794  
1795  
1796  
1797  
1798  
1799  
1800  
1801  
1802  
1803  
1804  
1805  
1806  
1807  
1808  
1809  
1810  
1811  
1812  
1813  
1814  
1815  
1816  
1817  
1818  
1819  
1820  
1821  
1822  
1823  
1824  
1825  
1826  
1827  
1828  
1829  
1830  
1831  
1832  
1833  
1834  
1835  
1836  
1837  
1838  
1839  
1840  
1841  
1842  
1843  
1844  
1845  
1846  
1847  
1848  
1849  
1850  
1851  
1852  
1853  
1854  
1855  
1856  
1857  
1858  
1859  
1860  
1861  
1862  
1863  
1864  
1865  
1866  
1867  
1868  
1869  
1870  
1871  
1872  
1873  
1874  
1875  
1876  
1877  
1878  
1879  
1880  
1881  
1882  
1883  
1884  
1885  
1886  
1887  
1888  
1889  
1890  
1891  
1892  
1893  
1894  
1895  
1896  
1897  
1898  
1899  
1900  
1901  
1902  
1903  
1904  
1905  
1906  
1907  
1908  
1909  
1910  
1911  
1912  
1913  
1914  
1915  
1916  
1917  
1918  
1919  
1920  
1921  
1922  
1923  
1924  
1925  
1926  
1927  
1928  
1929  
1930  
1931  
1932  
1933  
1934  
1935  
1936  
1937  
1938  
1939  
1940  
1941  
1942  
1943  
1944  
1945  
1946  
1947  
1948  
1949  
1950  
1951  
1952  
1953  
1954  
1955  
1956  
1957  
1958  
1959  
1960  
1961  
1962  
1963  
1964  
1965  
1966  
1967  
1968  
1969  
1970  
1971  
1972  
1973  
1974  
1975  
1976  
1977  
1978  
1979  
1980  
1981  
1982  
1983  
1984  
1985  
1986  
1987  
1988  
1989  
1990  
1991  
1992  
1993  
1994  
1995  
1996  
1997  
1998  
1999  
2000  
2001  
2002  
2003  
2004  
2005  
2006  
2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016  
2017  
2018  
2019  
2020  
2021  
2022  
2023  
2024  
2025  
2026  
2027  
2028  
2029  
2030  
2031  
2032  
2033  
2034  
2035  
2036  
2037  
2038  
2039  
2040  
2041  
2042  
2043  
2044  
2045  
2046  
2047  
2048  
2049  
2050  
2051  
2052  
2053  
2054  
2055  
2056  
2057  
2058  
2059  
2060  
2061  
2062  
2063  
2064  
2065  
2066  
2067  
2068  
2069  
2070  
2071  
2072  
2073  
2074  
2075  
2076  
2077  
2078  
2079  
2080  
2081  
2082  
2083  
2084  
2085  
2086  
2087  
2088  
2089  
2090  
2091  
2092  
2093  
2094  
2095  
2096  
2097  
2098  
2099  
2100  
2101  
2102  
2103  
2104  
2105  
2106  
2107  
2108  
2109  
2110  
2111  
2112  
2113  
2114  
2115  
2116  
2117  
2118  
2119  
2120  
2121  
2122  
2123  
2124  
2125  
2126  
2127  
2128  
2129  
2130  
2131  
2132  
2133  
2134  
2135  
2136  
2137  
2138  
2139  
2140  
2141  
2142  
2143  
2144  
2145  
2146  
2147  
2148  
2149  
2150  
2151  
2152  
2153  
2154  
2155  
2156  
2157  
2158  
2159  
2160  
2161  
2162  
2163  
2164  
2165  
2166  
2167  
2168  
2169  
2170  
2171  
2172  
2173  
2174  
2175  
2176  
2177  
2178  
2179  
2180  
2181  
2182  
2183  
2184  
2185  
2186  
2187  
2188  
2189  
2190  
2191  
2192  
2193  
2194  
2195  
2196  
2197  
2198  
2199  
2200  
2201  
2202  
2203  
2204  
2205  
2206  
2207  
2208  
2209  
2210  
2211  
2212  
2213  
2214  
2215  
2216  
2217  
22

It is another object of the present invention to provide an increased sale of a related product from an alternate source.

It is another object of the present invention to provide for the sale of a related product  
5 from an alternate source that is related to the original purchase.

It is still another object of the present invention to provide for the sale of a related product from an alternate source the introduction of which is requested by the Web page that is being currently visited.

It is another object of the present invention to provide a convenient means for securely transferring a user's sensitive information from a first source to an alternate source.

It is yet another object of the present invention to provide for the introduction of related products and/or services from an alternate source that does not compete with the products and/or services of the original source.

It is a further object of the present invention to eliminate the need for redundant ~~user~~ input to conduct a secure purchase transaction on an alternate Web page

In keeping with the principles of the present invention, a unique apparatus and method for increasing post-sale transactions is presented. On the Internet, a client computer uses a browser application to visit Web pages that are stored on servers, with each Web page having a

unique and corresponding URL. When a user visits a Web page, for example site A, the user can either browse or make purchases on site A. Depending on the products and/or services that the user shows an interest in, site A can issue a request to site B to provide information relating to the products and/or services in which the user has shown an interest. Accordingly, site B provides information to the user of site A, that may be in the form of a pop-up screen or embedded into the text and graphics of site A itself, and provides the user with the option to view details of the products and/or services, to purchase the products and/or services, or to decline the offer.

If the offer of site B is declined, the information that was provided thereby is withdrawn. If the offer of site B is accepted, then site B requests the transfer of billing and user information from site A so that the redundant entry of personal information is not repeated. If site A does not have the proper information regarding the user, site B may alternatively present the user with a form requesting the necessary information to complete the transaction. Alternatively, if the user request<sup>s</sup> further information regarding the products and/or services of site B, then the user may either be transferred to the site B home page or information may be transferred to the pop-up window.

After a transaction is completed between site B and the user, site B records the information and if the products and/or services are directly provided by site B, then the requested products and/or services are delivered to the user. Alternatively, if site B does not directly provide the products and/or services, site B may pass the order and the delivery information to an automated order processing system on site C for conventional order fulfillment.



Such stated objects and advantages of the invention are only examples and should not be construed as limiting this invention. These and other objects, features, aspects, and advantages of the invention herein will become more apparent from the following detailed description of the embodiments of the invention when taken in conjunction with the accompanying drawings and the claims that follow.

#### BRIEF DESCRIPTION OF THE DRAWINGS:

It is to be understood that the drawings are to be used for the purposes of illustration only and not as a definition of the limits of the invention. In the drawings, wherein similar reference characters denote similar elements throughout the several views:

**Figure 1** is an illustration of a client/server system architecture providing for a hyper-text transfer protocol connection between client and server computer systems.

**Figure 2** illustrates a communication between a first server and a second server to provide information from the second server to a Web site on the first server.

**Figure 3** is a flow diagram of the process of providing a client with information from a second server and allowing the transfer of information from a first server to a second server upon assent of a client user.

**Figure 4** is an exemplar of a protocol that may be used to accommodate the communication between servers.

**Figure 5** is a flow diagram of another preferred embodiment of the process of providing a user with information from a second server and allowing the transfer of information from a first server to a second server upon assent of a client user.

**Figure 6** is a flow diagram of another preferred embodiment of the process of providing information from a first server to the client user wherein the information is previously supplied from a second server and is stored on a data base communicating with the first server, and allowing the transfer of information from the first server to the second server upon assent of the user.

## DETAILED DESCRIPTION OF THE INVENTION:

Referring now to Figure 1, therein is illustrated an Internet computer system 10. A conventional client computer 12, executing a client browser application that supports a generally accepted protocol such as, but not limited to, the HTTP protocol is connected typically through an Internet Service Provider (ISP) to an internet 14. A first server 16 is coupled to the Internet 14 and is controlled by a local console 18 that executes a web server application conventionally known as a HTTP server. In addition, first server 16 preferably provides storage for at least one, though typically many Web pages.

The client computer 12 requests a Web page by issuing a URL request through Internet 14 to first server 16. A URL request for a secure Internet transaction may also be requested and typically utilizes the secure protocol identifier "https," wherein the client browser and Web server support and implement the secure sockets layer. In response to the received URL, server 16 returns the requested Web page to client computer 12. The URL issued from client computer 12 may also be of a complex form that identifies a common gateway interface (CGI) program on server 16. The CGI program may be a logon form supported by a logon CGI program to obtain a client user's login name and password to initiate an authenticated session between the client browser and Web server for purposes of supporting, for example, but not limited to, a purchase transaction.

Now also referring to Figure 2, an exemplary Web page 20 having a URL of <http://www.asite.com> as provided by first server 16 is illustrated. Web page 20 may have a

plurality of indicia 22 thereon, wherein indicia 22 may be either text or graphics. In addition, indicia 22 may also be hyperlinks that represent a direct reference to an embedded URL or an active image map which, when selected, will provide an alternate Web page corresponding to the selected hyperlink.

5

In a preferred embodiment, when a specific URL is requested, such as <http://www.asite.com>, first server 16 will send a request to second server 24 to provide information 26 that may be related to the subject matter on site A. Information 26 may be an offer for the sale of a related products and/or services that are provided by site B. Accordingly, an exemplary GET request may be:

<http://www.bsite.com/upsell.asp?vendor=63452&product1=7676564&product2=9983478>

Upon receipt of the GET request, second server 24 may search a stored database and provide an offer that may be related to the subject matter of site A and in the general interest of the client user. Information 26 may be presented in the form of a pop-up screen or an embedded hyperlink URL in web page 20 that provides for the sale of a product and/or service from site B. Information 26 may have a first actuation means 28, a second actuation means 30, and a third actuation means 32. First actuation means 28 may be a details icon that provides a hyper link URL that transfers the user to site B in order to obtain more information regarding the offer. Second actuation means 30 may be an OK icon that allows the user to accept the offer (described in detail below). Third actuation means 32 may be a cancel icon that allows the user to decline the offer.

Now also referring to figures 3, and 4, flow diagrams are provided to illustrate an alternate preferred embodiment of the present invention. User completes a transaction on site A 34 and the order is captured on site A 36 and a confirmation page is provided to the user 38. Site A issues a get URL to site B 40 that may be in the exemplary form of:

5 <http://www.bsite.com/upsell.asp?vendor=63452&product1=7676564&product2=9983478>

Site B determines which product and/or service to present to the user 42 and provides the user with the product 44 in the form of information 26. Information 26 also informs the user that if accepted, Site A will share user billing information with Site B 46. If third actuation means 32 is selected, the information 26 will be withdrawn 48. If second actuation means 30 is selected, the user assents to information 50 and site B records the transaction. Site B issues a request to Site A for billing & user information 54 that may be expressed in an exemplary fashion as:

<https://www.asite.com/completerecord.asp?order=63452&upsell=774624>

15 In response to the request from site B, site A provides complete billing and user information to site B 56 over a preferably secure connection. If site A does not have complete billing and user information, site B provides an information request form directly to the user 58. The information request may request whatever information is deemed appropriate by site B in order to establish a purchase transaction with the user. If the user declines to provide the information 60, the window closes and the offer is withdrawn. If the user provides the information 62, the transaction is then recorded 64.

After the user approves the purchase of the product and/or service, second server 24 may

process the order and the product and/or service is directly provided to the user 66. Alternatively, site B may pass the order to an automated order processing system on site C 68 for order fulfillment consistent with conventional order processing practices to provide for the delivery of the product and/or service purchased to the user. Site C then confirms the order 70, and sends a confirmation to site B where it is recorded 72.

Now referring to Figure 5, an alternate preferred embodiment is illustrated in a flow diagram. The steps are similar to Figure 4 until the user assents to the special offer 50. Site B then issues a request for billing and user information from site A 54. Site A submits billing and user information to site B 56. If the information provided is sufficient, then site B may record the order 64 as previously explained supra. Alternatively, if insufficient information is provided by site A, site B may request additional information 74 from the user by providing a form 76 therefor to the user. In addition, site B may request the user to confirm the order 74 in form 76. If the order is not confirmed 78 then the form 76 and the window closes. If the order is assented to 80, then site B records the order 52 and the product and/or service is provided to the user as described supra.

Now referring to Figure 6, an alternate preferred embodiment is illustrated in a flow diagram. The steps are similar to Figure 4 until site A sends the user a confirmation page 38. Site A then searches and locates on its database the products and/or services that have been previously provided by Site B 82. Site A then presents the product and/or services to the user 84 with notice that billing information will be transferred to site B 46. If user declines the offer, the information window 26 will close 86. If the user assents to the offer 88, site A then records the

10

5